



Kalyn DeHaven

UI/UX & Graphic Design

CONTACT

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Lehigh Valley, PA

EDUCATION

Kutztown University of Pennsylvania, Kutztown, PA

Bachelor of Fine Arts in Communication Design, May 2017
Dual Concentrations in Interactive and Graphic Design
GPA 3.89, Summa Cum Laude

// Honors Society: 2013 – 2017

// Dean's List: 2013 – 2017

SKILLS

Natural

// Thrives in fast-paced environment

// Excels with client relations

// Dependable and self-motivated teammate

// Eager to learn new things

// Expert in time management and prioritization

// Willingness to teach and guide peers

Technical

// UI/UX process with a focus on "Jobs Theory"

// Mobile & app design

// QA testing and launch preparation

// Front-end development (*HTML, SCSS, PHP, JQuery*)

// Custom WordPress development

// Adobe Creative Suite (*Photoshop, Illustrator, XD, InDesign*)

// Branding & logo design

// Project Management

// Mac and Windows OS experience

EXPERIENCE

The Kyle David Group, Allentown, PA

Senior UI/UX Designer | May 2021 - Present

Lead UI/UX Designer | May 2017 - May 2021

UX/UI Intern | May 2016 – May 2017

- Work on client projects including research, wireframes, design, and front-end development for custom applications and websites
- Maintain client communication with weekly check-ins and client meetings with thorough meeting notes
- Perform business analyses of current client processes using "Jobs Theory" to provide a better user experience based on the true job to be done
- Lead the UX, design, and front-end development for "Giving Campaigns" for higher education clients such as Drexel University, Florida Institute of Technology, and Muhlenberg College which has resulted in over a million dollars raised within as little as 24 hours
- Lead and manage multiple project teams that consist of multiple members from different departments to ensure project budget and timelines are met and high quality is maintained
- Onboard and train associate level designers on the team
- Conceptualize and design internal marketing materials for both potential and existing clients to promote values and services
- Plan and organize company outings in order to maintain and promote a healthy work environment through social committee and Lean In Circle participation

Self-Employed Freelance

Web & Interactive Designer | August 2015 - Present

- Update and generate ads and promotional material for Arbor Insurance Group, Allentown, PA
- Design event logos and store signage for Martin Moto, Boyertown PA
- Redesign logos and websites for local small businesses and startups

DESIGN ACHIEVEMENTS

- Communicator Award for Excellence
 - Gold Award (2018)
 - Silver Award (2019)
- CASE Awards
 - Platinum Prize in Fundraising (2017)
 - Silver Award (2018)
 - Bronze Award (2018)
- Davey Awards
 - Gold Award (2017)
 - Silver Award (2019)
- Hermes Creative Awards
 - Gold Creative Award (2018)
- Horizon Interactive Awards
 - Gold Award (2019)
 - Silver Award (2018)
- WebAwards
 - Outstanding Website (2020)
 - Standard of Excellence (2019)